

## PATENT

REMARKS

Claims 1-17 are pending; claims 10-17 are withdrawn from consideration; and claims 1-9 are rejected in this application. Claims 1-3, 5 and 7 are amended and claims 10-17 are canceled hereby.

Responsive to the rejection of claims 1-9 under 35 USC § 103(a) as being unpatentable over US Patent Application Publication No. 2002/0174036 (Coyle) in view of US Patent Application Publication No. 2003/0065572 (McNee et al.), Applicants have amended claims 1-3, 5 and 7 and submits that claims 1-9 are now in condition for allowance.

In contrast to the cited prior art, claim 1 as amended, recites in part:

providing a product brochure to said team member, said product brochure including descriptions of at least one of said plurality of products;

directly selling said at least one product to a first customer by said team member, thereby defining a direct sale;

accessing said data storage via the internet by a second customer;

selecting said one of said plurality of team member identifiers by said second customer; and

committing to purchase at least one of said plurality of products by said second customer, thereby defining an internet purchased product.

(Emphasis added). Applicants submit that such an invention is neither taught, disclosed, nor suggested by Coyle, McNee, et al., or any of the other cited references, alone or in combination, and includes distinct advantages thereover.

Coyle describes a system for fundraising using image transfer services. McNee et al, describes a computer based charity donation method. In contrast Applicants have claimed a method that associates a direct sale purchased by one customer to a fundraising team member and an internet sale made by another customer to the same team member. This association of a

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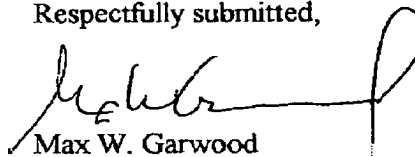
direct sale and an internet sale to the same team member is not taught, disclosed or suggested in the cited references.

Applicants' invention advantageously allows for the complete administration of a fundraising sale that incorporates direct sales made by the team members with internet sales that are then associated with the individual team members. For the foregoing reasons, Applicants submit that claim 1, and claims 2-9 depending therefrom, are now in condition for allowance, the allowance of which being hereby respectfully requested.

For the foregoing reasons, Applicants submit that no combination of the cited references teaches, discloses or suggests the subject matter of the amended claims. The pending claims are therefore in condition for allowance, and Applicant respectfully requests withdrawal of all rejections and allowance of the claims.

Should any question concerning any of the foregoing arise, the Examiner is invited to telephone the undersigned at (260) 356-4350.

Respectfully submitted,

  
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